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THE BEACH NEWS

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ADVERTISING
PAYS

Always Boosting Mission Beach, Ocean Beach, Pacific Beach and Point Loma

SUBSCRIBE
NOW!

VOL. 2—NO. 27

KIRK SMITH, Editor-Owner

Ocean Beach, California, Friday, May 23, 1924

PHONE POINT LOMA 17

FIVE CENTS THE COPY

Next week is POPPY WEEK all over the U. S. A. Buy a poppy for the benefit of the Disabled Veterans. They will be on sale at the Ocean Beach Pharmacy and the Ocean Beach Public Library.

Prominent Citizen Passes Away

LOUIS F. BROWN

UNEXPECTEDLY EXPIRES
AT HIS HOME

The sorrowful news of the rather sudden demise of Louis F. Brown early on the morning of Sunday, May 16th, at his residence, 4926 Saratoga avenue, came as a shock to his many friends and acquaintances in the community.

Mr. Brown was the well and favorably known proprietor of Brown's Novelty and Souvenir Store on Newport avenue. He had been in fairly good health and on the day preceding his passing away had closed his establishment for the first time on a Saturday and, in company with his wife, went to San Diego, where the happy couple spent the day shopping and sightseeing and generally enjoying themselves. Upon their return home, Mr. Brown later complained of headache and sudden illness of the body. Alarming symptoms of heart affection caused his wife to summon Dr. Ratty, who pronounced his condition to be very serious. His malady had reached suddenly an acute stage and he passed away in the early morning hours.

Some years ago Mr. Brown conducted a souvenir store at Long Beach, where he manufactured leather novelties. He was an expert engraver and on coming to San Diego, just previous to the Exposition, he engaged in the wholesale manufacture of souvenir banners and novelties which had a wide and ready sale. Upon his retirement about three years ago he built a home in Ocean Beach and later opened a souvenir store in the business district. He renewed his occupation on a lesser scale of manufacturing leather novelties and had made preparations for filling a large special order when cut down by the grim reaper in the midst of his pleasant activities.

Mr. Brown was possessed of a genial and very companionable disposition and had the admirable instinct of a true artist in his line as an engraver and designer. Besides his deeply bereaved widow, Mrs. Minnie H. Brown, he is survived by his father, Edward R. Brown, and his brother, A. E. Brown, of Long Beach. He was the father of Le Roy E. Brown of Aberdeen, Wash., and Frances E. Brown of Windsor, Mo. The deceased was a native of Connecticut and had reached the age of fifty-five years and ten months. Funeral services were held yesterday in the Johnson Saum chapel, San Diego, in the presence of a large number of friends of the family, and the floral offerings were numerous and beautiful. Interment took place at Mt. Hope cemetery.

Picture Frames, Froide's, opp. P.O.*

HERE'S SOME FACTS

WHAT GAS WILL DO FOR AVERAGE FAMILY

Less than 100 cubic feet of manufactured gas a day is used to do the cooking and heating for an average family of five persons, according to a recent analysis of gas consumption.

Twenty-five cubic feet of gas will bake one to eight loaves of bread, depending upon the size of the oven; 35 cubic feet will roast a 1 3-4 pound chicken; 6 cubic feet will cook a quart of bean soup or prepare a quart of coffee; 10 cubic feet will bake one or more pies, according to oven size; 20 cubic feet will heat 20 gallons of water, enough for an average family wash.

SHERWIN-WILLIAMS PAINTS—San Diego prices—O. B. Feed, Fuel and Express, 1926 Bacon St. Phone Pt. Loma 20-W.

Don't forget to buy a POPPY next week at the Ocean Beach Pharmacy.

OCEAN BEACH GIRLS WANTED FOR MOTION PICTURES

To be made immediately at Ocean Beach. Experience unnecessary. Apply TWILIGHT FILM CO., 307 Commonwealth Bldg., San Diego. Phone Main 2363.

THE BEAUTY SHOP
Phone Point Loma 63-W.

'BOBBIE' IN PICTURES

COLLIE DOG HERO

OF "BEACH NEWS" STORY

FEATURED IN FILMS

Readers of The Beach News will readily remember the thrilling story published several weeks ago of a collie dog of Silverton, Oregon, who having lost his owner in Indiana, and when his master had given up all hopes of ever seeing him again, returned on foot to the old home, foot sore and weary, having traveled 3000 miles across seven states in winter.

The dog who but a few months ago was just plain collie, has now become nationally famous. He has been given the freedom of his home city, although there is an ordinance which bars dogs from the streets. He was presented with a silver medal by the Oregon Humane Society, while all the school children honored him with a great reception.

Mr. Brazier, the owner of the dog has had many offers from moving picture concerns to film "Bobbie's" trip across the continent and a Syndicate has been organized to make a three-reel picture while millions will be permitted to see "Bobbie," who will appear "in person" with the picture in all the leading cities.

REGULATION STAMPED

U. S. MAIL BOXES From 25c Up

Get them here and NOW, in order to comply with new Post Office delivery law. H. H. REID & SON
5050 Newport Avenue

RESIDENTS REMINDED

TO INSTALL MAIL BOXES

AND HOUSE NUMBERS

Postmaster Rankin wishes residents of the paved districts of Ocean Beach to bear in mind the early installation of mail boxes at their homes as well as the necessary affixing of numbers on their houses in order to comply with the post regulations for free delivery service. This is a very important matter, and the sooner it is given attention, the better it will be for all concerned. Procrastination may result in cancellation of the desired object. Place that mail box now and display the residence number.

Get your BATHING GOODS at the Newport Shoppe.

BERT W. WENRICH

REPORTS STEADY DEMAND

FOR O. B. PROPERTY

With the opening of the new high speed line to Ocean Beach, there has been a decided impetus in the local realty and rental business, reports Bert W. Wenrich, whose office across from the merry-go-round on Abbott St., is the mecca of many investors desiring beach property as well as numerous families seeking homes by the sea. Some excellent listings are given by this wide-awake agent in his regular business announcement, and applicants can obtain some very valuable information from Mr. Wenrich or Mr. H. J. Warren, whose knowledge of realty values in Ocean Beach is exceptionally good and very reliable.

It will do your EYES good to see CASTIEN, Rooms 16-17, Sefton Bldg., Fifth and C. Phone 644-27.

Don't forget to buy a POPPY next week at the Ocean Beach Pharmacy.

"In Flanders Field Where Poppies Grow"

DISABLED VETERANS

TO BENEFIT BY FUNDS

FROM POPPY SALES

Next week will be "Poppy Week" throughout the nation. Commencing Tuesday, May 27, poppies will be on sale at the banks, hotels, libraries, high school and leading stores in the city. San Diego is expected to sell 10,000. There will be two booths in Ocean Beach, one at Ocean Beach Pharmacy and one at the branch public library, where high school boys and girls will be in attendance in uniform, and Ocean Beachers are requested to buy at either of these two places only, so that Ocean Beach will go over the top with a rush.

All ministers have been requested to make special mention of "Poppy Week" from their pulpits as has been done in the preceding years. The G. A. R., Spanish War Veterans, Veterans of Foreign Wars, the American Legion, as well as National Guard and Naval Reserves, are striving to outdo each other in buying. The San Diego Consolidated Gas & Electric Co., S. D. & Ariz. Ry. and the banks have already purchased a poppy for every employee.

The high schools of San Diego, under the leadership of Morris McKain, are doing splendid work. The mayor and city council and leading army, navy and marine officers have heartily endorsed the movement.

The President, in his message this year, states: "I hope the effort through this movement to perpetuate and strengthen the national sentiment of obligation to those who served their country in war will be eminently successful."

Samuel Gompers, president of the American Federation of Labor, offers the following splendid sentiment concerning Poppy Week:

"No more beautiful custom could become associated with Memorial Day than to make the wearing of a poppy part of the ceremonial tribute to our soldier dead. There must be no slackers in this year's poppy campaign. It is our task to keep ever alive in the hearts of all Americans the memory of those we left in Flanders Field."

All motion picture houses will show poppies on their screens during the week. When the big Memorial Day parade starts up Broadway on Friday morning, May 30, those who have not bought a poppy can get them from the Boy Scouts, who will accompany the troops along the line of march.

Let's go! Buy a poppy!

The quota here is only 200.

Put Ocean Beach over the top.

And help the disabled veterans.

A thin dime or a dollar, if you wish, will purchase a POPPY at the Ocean Beach Pharmacy or the branch library.

8 Pages Soon

"THE BEACH NEWS"

TO BE INCREASED IN

SIZE AND SUBSTANCE

Keeping pace with the onward march of progress throughout the beach districts, The Beach News is arranging for enlargement to eight pages as soon as the necessary mechanical equipment can be installed.

Watch The Beach News grow!

In conformity with our salutatory, nearly two years ago, beginning with a four-column four-page paper, and immediately increasing to five columns, then later to the present size of a standard six-column newspaper, The Beach News has faithfully kept its promise of printing a publication "primarily for the purpose of encouraging and enhancing the worthy welfare and best interests of each and every resident of Ocean Beach, Mission Beach, Pacific Beach and the entire Point Loma peninsula."

"It is your own home paper." And its original policy deserves reiteration here: "This paper belongs to you! It is not controlled by any clique, clan, faction, creed, or special interests. It is a weekly paper for, by and of our own home people."

Watch The Beach News grow!

It has not been and never will be a chronicle scandaleuse. It has been and will be kept clean and wholesome in the recording of community doings and sayings, while always to the fore in "promoting the prosperity of this blessed, heavenly favored seashore section of sunny Southern California!"

Next week is POPPY WEEK all over the U. S. A. Buy a poppy for the benefit of the Disabled Veterans. They will be on sale at the Ocean Beach Pharmacy and the Ocean Beach Public Library.

EIGHTH GRADE

SCHOLARS FROM LA MESA
PICNIC AT BEACH

The pupils of the eighth grade, La Mesa public school spent a very happy day picnicking in the pavilion at the merry-go-round, Ocean Beach, last Wednesday. They enjoyed romping in the sands and bathing under the chaperonage of Mrs. McCann, while Principal Frost piloted the merry-bunch of youngsters and looked after their comfort and safety.

Ocean Theatre

"Thy Name Is Woman" is the feature secured by Manager Ray Ericson for the next mid-week attraction at the Ocean Theatre, with Barbara La Marr and Ramon Navarro in the leading roles. Tomorrow (Saturday) "The Little Church Around the Corner" is billed, with Monte Blue and Claire Winsor as joint stars, and on Sunday "The Near Lady" will be the attraction, with the "Leather Pushers" and select comedy added to make a most rousing bill.

Order your Certified BABY CHICKS now at O. B. Feed, Fuel and Express. Phone, Pt. Loma 20-W.

O. B. Reward Fund Now Nearly Doubled

The Ocean Beach pledges received by THE BEACH NEWS now total \$210, making a grand total of nearly \$600 contributed to the Police Relief Association Reward Fund.

With the sanction and endorsement of Police Chief Patrick, an addition to the announced reward of \$375 is being secured by THE BEACH NEWS as the representative organ of the Ocean Beach community, where Officer Webster has been a general favorite and is greatly liked for his admirable qualities as a fellow citizen as well as a fearless and considerate guardian of law and order.

Following is a list of pledges already obtained, collections of which will be duly placed in the hands of Chief Patrick to supplement the Police Relief Association reward for the capture and conviction of the person who murderously assaulted Patrolman Webster while on duty Saturday night, May 10, in Point Loma.

OCEAN BEACH REWARD FUND

"The Beach News" (Kirk and Katherine Smith)	\$10.00
Mrs. E. H. Grenawalt (Newport Shoppe)	3.00
F. H. Kraft (O. B. Pharmacy)	5.00
Chas. H. Peltcher	5.00
Cecil O. Carl	5.00
E. K. Burdette	3.00
H. K. Rankin	3.00
Charles B. Cundell	3.00
O. B. Bakery	3.00
Earl J. Haas	3.00
R. G. Ericsson, Ocean Theatre	5.00
R. D. Crapo	3.00
H. H. Reid & Son	3.00
O. B. Lumber Co.	5.00
L. G. Burkhardt	1.00
O. B. Candy Kitchen	2.00
George Copeland	2.00
F. J. Stoetzel	1.00
Beauty Shop	3.00
E. Herbert Hayden	1.00
Fred Locke	1.00
Mrs. H. Lipsett	1.00
Henry Lancaster	3.00
J. A. Holdridge	3.00
L. A. Shaffer	3.00
G. H. Faber	3.00
James P. Froide	3.00
Henry Eulberg	3.00
Capt. C. E. Wood	2.00
J. E. Ryan	2.00
L. N. Kelley	2.00
Leo Johnson	5.00
Chas. F. Bowen	3.00
H. D. Bombeck	1.00
Demarco Penny Arcade	5.00
Wilson Chamberlain	5.00
George Toupozes	10.00
Frank B. Harrison	20.00
O. F. Davis	5.00
F. M. McElwee	5.00
Geo. L. Ellsworth	5.00
Harry Kalliris	5.00
L. A. Smith	3.00
Charles W. Daly	5.00
G. L. Beeler	5.00
J. E. Dunbar	5.00
Reid Transfer	5.00
Lizney Hartley	10.00
Jack Neumont	5.00
Lula Parmelee	1.00
N. Bargman (Ferris Wheel)	5.00
Geo. Finley	2.00
Total	\$210.00

USEFUL LIFE ENDED

DEMISE OF MRS. LENNY

CLOSES INTERESTING CAREER

OF AGED RESIDENT

Mrs. Sarah Griffiths Lenny, wife of Mr. William Lenny of the Bridge Service Station (Ocean Beach), passed away Tuesday afternoon at her home on Muir avenue.

Mrs. Lenny's life was a long and interesting one. Born in England seventy-two years ago, she went with her first husband, James G. Schultz, at that time in charge of a potash factory in a small place near a great forest in the Ural mountains, just west of the Siberian boundary. The destruction of the factory by fire sent her husband to England, whither she followed with her three young children, traveling in an open sleigh in the depth of winter for thousands of miles along the frozen river courses and by unmarked trails, often with wolves howling alongside. She had lived in Canada, in Buffalo, N. Y., and in Asheville, N. C. Her son, Thomas A. Schultz, is a resident of Ocean Beach. Her daughters, Katherine A. Griffiths of San Diego and Mrs. Frank Hazen, who came recently to the Beach from Buffalo to be with her mother during her last illness, will take the body to Buffalo for interment. Mr. Lenny and the sorrowful family have the sincere condolences of a host of friends.

Officer Webster Remains In Very Critical State

At the time of this report, early on Friday morning, Policeman Herbert T. Webster, who was murderously shot nearly a fortnight ago while on duty in Point Loma, still lies in a state of semi-coma at the St. Joseph hospital. His condition continues extremely hazardous, although he is now able to take nourishment.

Suffering with a bullet in his brain, the stricken patrolman is fighting valiantly for his life, while his former brother officer, Harold Reama, remains faithfully at his bedside to render him all assistance. It has not been deemed advisable yet by the surgeons to perform an operation for the removal of the bullet which destroyed the right eye of Officer Webster and which is still embedded in his brain, causing a paralysis of the memory cells and proving a dangerous obstacle to his recovery.

(In the event of failure of conviction following an arrest, Chief Patrick states that pledges will be void and all moneys and checks will be returned to the respective contributors of the Police Relief Association Reward fund.)

If you desire to contribute to the Ocean Beach Reward Fund, fill out the blank pledge slip and mail or forward it to The Beach News office for proper listing.

PLEDGE FOR REWARD FUND

ENLISTED BY "THE BEACH NEWS"

For addition to the Police Relief Association Reward for information leading to the arrest and conviction of the person who murderously shot Policeman Herbert T. Webster, of Ocean Beach, while on duty Saturday night, May 10.

Ocean Beach, Calif., 1924.

THE BEACH NEWS:

I hereby pledge the sum of _____ dollars (\$ _____), payable upon demand, for the purpose of Reward as stated herewith.

Name _____

Address _____

FOLLOWING THE OLD TRACK

By THOMAS A. CLARK
Dean of Men, University of Illinois.

OCCASIONALLY I take an early morning train north and pass through the country town near which I lived as a boy. Always I see the same figure standing at a corner of the station or sitting stolidly on a pile of freight nearby. He is an old man now, but for forty years, unless he has been ill or out of town, he has never failed to meet the northbound morning train. There is no special reason for his doing so; he is not expecting anything; he isn't meeting anyone; it is one habit. He is following the old track, and he would feel lost or unhappy, no doubt, if he did otherwise.

We all do it more or less. It requires less energy, less thought, less initiative. It is far easier than to blaze a new trail, to hew out a new road.

But sometimes following the old track means stagnation, a lack of progress and effort. Two old ladies, whom I know, living in a suburban village, still insist on trudging to the post office, ten blocks away, twice daily for their mail, though the free delivery was introduced into that community ten years ago. They do not need the exercise, they do not especially enjoy the walk; they simply cannot pull themselves out of the old track.

The choir of the country church which I attended were reasonably familiar with music, but they confined their Sunday morning selections throughout the year to less than a dozen different hymns, though the book contains hundreds. It was as if the minister, tired with preparing his sermon, fell back into the old track when it came to selecting the hymns and shrank back from trying something new.

Thirty years ago Mrs. Tobias had the reputation of being the best cook in the neighborhood, but I know that if I should sit at her table today I should be served with the same omelet, the same pop-overs, the same sponge cake she refreshed me with when a boy. She has learned nothing new; she follows the same old track.

We see the same tendency everywhere. We do things because they have been done, and we do them as they have been done and pride ourselves often that we are following a tradition, when in fact, from lack of initiative, we are simply following the same old track. It takes courage and energy and alertness to change. It requires power to pull ourselves out of the old rut.

(© by Western Newspaper Union.)

Do You Know?

When, where and how the first American flag was flown over San Diego? Thrilling and authentic details of this great historical event are given in Winifred Davidson's interesting and instructive "LOMA LORE" series, published in The Beach News each week. Don't miss an issue.

OFFICIAL TIME TABLE

San Diego Electric Railway Company

OCEAN BEACH LINE

ROUTE NO. 14

Effective May 1, 1924

On Sundays, 20-minute service from 8:40 a. m. throughout the day.

Subsidiary for THE BEACH NEWS	
Leave	Leave
3rd and Broadway	DeFoe and Santa Cruz, O.B.
5:30 a. m.	6:00 a. m.
5:40	6:10
6:00	6:20
6:20	6:40
6:40	7:00
7:00	7:20
7:20	7:40
7:40	8:00
8:00	8:20
8:20	8:40
9:00	9:00

Read THE BEACH NEWS

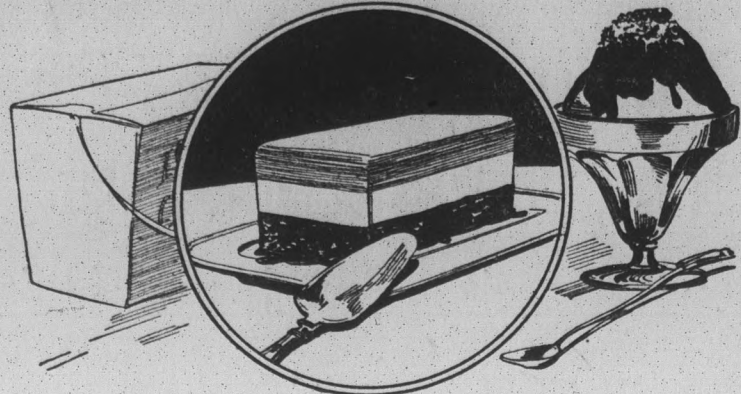
Subsidiary for THE BEACH NEWS	
Leave	Leave
3rd and Broadway	DeFoe and Santa Cruz, O.B.
9:40	10:20
10:20	11:00
11:00	11:40
11:40	12:20 p. m.
12:20 p. m.	1:00
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11:20	11:40
11:40	12:00

All outboard cars leaving 3rd and Broadway from 6:00 a. m. to 5:20 p. m. will make direct connection at Mission Beach Junction (south end of Mission Beach bridge) for Mission Beach points and all cars outboard will connect with Voltaire Street Motor Coach route at this point.

Fare to Ocean Beach and Mission Beach is 20 cents one way, 25 cents round trip, inner zone, 30 cents round trip, outer zone, through inner zone. Weekly pass \$1.25.

No stops between Ocean Beach Junction (Marine Base) and Kettner Boulevard and Broadway.

A marriage license has been issued to Manuel Medina, 21, and Mary Monise, 23, both of Point Loma.



Some prefer brick ICE CREAM, others like it best dipped from the freezer, so we have both kinds in a variety of flavors. PRESCRIPTIONS carefully compounded by Registered Pharmacist.

OCEAN BEACH PHARMACY

Corner Bacon and Newport Ave. F. H. KRAFT, Prop.
We are as close to you as your phone—Call Point Loma 70-J

Special at the O. B. Dry Goods Store

SATURDAY, MAY 24th, 1924

Very pretty French made LINEN DRESSES, hand-embroidered and trimmed with ribbon. Get them now in all the latest Paris shades. Sacrificed for Saturday, at \$3.00 each

They are worth double the money. Also, very pretty and well made GINGHAM DRESSES especially priced at \$1.25

Come in and see them,

O. B. DRY GOODS

O. B. DRY GOODS

BUNGALOW GROCERY

E. H. WICKERN, Prop.
Corner Defoe and Niagara Avenue
Phone, Point Loma 112-J

Fine Ham	35c per lb.
Sliced Bacon	35c per lb.
Extra Fancy Bacon	45c per lb.
Weiners	20c per lb.
Bolognas	20c per lb.
Pure Leaf Lard	25c per lb.
Cotoc	2 cans for 35c

We deliver any quantity, anywhere, at any time.



Authorized FORD and CHEVROLET Service



Ocean Beach Garage

HENRY EULBERG, Proprietor

4868 Newport Avenue

Two Blocks East of Dance Pavilion

PHONE POINT LOMA 77-W

Complete Line of REPLACEMENT PARTS, TIRES AUTO ACCESSORIES EXPERT BATTERY SERVICE

AUTOMOBILE REPAIRING

BEST EQUIPPED FOR SERVICE

DAILY TRIPS TO SAN DIEGO AND POINT LOMA

REID TRANSFER

1885 Bacon Street. FREIGHT BAGGAGE MOVING Ocean Beach
Residence Phone Point Loma 125-J STORAGE Office Phone Point Loma 136
FEED, FUEL and HARDWARE



A NEW SOLE

MAKES A NEW SHOE

The Only Modern Shoe Repairing Shop in Ocean Beach. Equipped with latest Electric Machinery. No need to take your work to the city. Expert service and satisfaction guaranteed. Over thirty-five years' experience.

J. T. SMITH

Newport avenue, next to Hotel Newport.

W. E. BUTLER

PLASTERING CONTRACTOR

Estimates Furnished Reasonable Prices Satisfaction Guaranteed

4356 SARATOGA AVENUE Ocean Beach



Katherine's Kollum

By MRS. KIRK SMITH

Phone, Point Loma 17.



MISSION BEACH OFFERS

FINE VACATION PLACE

FOR EMPLOYED GIRLS

Arrangements for maintenance of Shirley cottage, at Mission Beach, as a place where employed girls of San Diego may enjoy their summer vacation with reasonable expenditure, are being made by the San Diego Y. W. C. A.

The cottage will be open from June 21 to September 2, with Miss Naomi Stutzman, secretary of the Employed Girls' club of the Y. W. C. A., in charge. Special rates will be offered.

When the summer schedule of the new beach car line goes into effect it will be possible for business girls to spend the night at the cottage and continue their regular work during the day.

Get your BATHING GOODS at the Newport Shoppe.

VACATION TRIP

PLANNED WAY NORTH

Mr. and Mrs. G. L. Beeler of 4877 Muir avenue are planning a trip to Vancouver B. C., about the first of June, when they will take their daughter, Mary Jane, from school on a good long vacation. The family will motor through California, Oregon, Washington and over the Canadian border, camping en route, and enjoy themselves with by-way excursions in the northern country.

THE BEAUTY SHOP

Phone Point Loma 63-W.

GEORGE COPELAND BUSY

PROMOTING "POPPY DAY"

One of the busiest men 'round the beach these days is the energetic George Copeland of "The Moorings" on Del Monte avenue. He is chairman of the committee of arrangements and publicity for "Poppy Day," promoted by the Veterans' Association of San Diego, and some of the activities devised by the ever ingenious George promise to create widespread interest for the day of floral remembrance.

A Cooked Food and Apron Sale will be given by the ladies of the Altar Society of the Catholic Church tomorrow (Saturday, May 24), at Burt Harris' Second-Hand Store, on Newport avenue, across from the postoffice.

FROM KEYBOARD TO WHEEL

Mr. and Mrs. E. M. Shirton and family are residing at 4844 Muir Avenue. Mr. Shirton was formerly a linotype operator on San Diego newspapers, and has quit the keyboard in order to run a very nifty concession on Newport Avenue, near the ferris wheel.

LIKES THE BEACH

Joseph Hughes, a well known linotype operator on the San Diego "Union," has moved with his family into the Ben Mar Court on Brighton avenue for the summer season.

PLANNING NEW HOME

Mrs. J. T. Ford of Cable street returned to Albuquerque, N. M., last week. Mr. and Mrs. Ford are planning to build another nice home here in the very near future.

P. B. READING CLUB

ENJOYS OUTING

Pacific Beach Reading Club members held their annual outing at the home of Mrs. F. T. Scripps. The officers dispensed with the regular order of procedure and turned the program over to Mrs. Rogers and Mrs. Hodge who called to order the members and guests as if they were a class of school children. Two prizes were awarded, one to Agnes Lehmer for answering the most questions; the other to Alice Hodge for literary talent. Following the program, light refreshments were served by Mrs. Scripps, assisted by Mrs. Rogers and Mrs. Woodward.

OCEAN BEACH GIRLS

FEATURED IN DANCING

AND MUSIC RECITAL

Two very clever and popular Ocean Beach girls, Jessie Emma Dunbar and Mary Jane Beeler, won high praise for their splendid dancing and musical selections at a recital given at Wiley B. Allen Studios in San Diego last Wednesday evening.

Under the tutelage of Lillian Hinkle Williams, the Misses Dunbar and Beeler have made wonderful progress in their studies and their musical and dancing features are greatly valued on recital programs as well as at local entertainments.

Everlasting Flowers at FROIDE'S, opposite P.O.

HERE'S A CHANCE, GIRLS,

TO BE IN MOTION PICTURES

AT OCEAN BEACH

The Twilight Film Company, with offices at 307 Commonwealth building, are arranging to "shoot" a series of pictures at Ocean Beach tomorrow and during next week. Under the direction of Ko-Ko, the famous comedian and manager, a number of special sea shore scenes will be pictured, and the chance is offered the girls of Ocean Beach of getting in the pictures by applying at the above office address or phoning Main 2363 for registration.

WALTER M. FIELD

BREEZES INTO BEACH

FROM CLEAR LAKE

Looking fit and fine as a perfectly trained athlete, Walter M. Field, the well-known brave and brawny life saver at Ocean Beach for several seasons, came down from Clear Lake on a brief visit this week. Walter is now a restaurateur at Lower Lake and is a regular pooh-bah in the Clear Lake section.

GONE TO ILLINOIS

VISITING OLD HOMESTEAD

Mr. and Mrs. W. F. Richards of 4873 Niagara Avenue, left yesterday for a visit of several weeks to their old homestead at Streator, Ill. During their absence their beach home will be looked after by Miss Lillian Mayfield and Miss Tillie Froehlich, of Los Angeles.

THE KENTS SETTLE

IN NOVA SCOTIA

Mr. and Mrs. A. Kent, who formerly conducted the Bungalow Grocery on Niagara avenue, have written from Nova Scotia, as follows:

"We have purchased our old home, and place of business in Amherst after visiting New York, Fall River, Worcester and Boston. Success to Ocean Beach."

Mrs. Kent's mother passed away while her daughter and son-in-law were visiting in Worcester, Mass.

GROCER MARTIN IMPROVING

W. H. Martin of Martin's Grocery on Niagara avenue, who has been ill for the past week, is slowly improving.

Cream Puffs, Cream Rolls, and French Pastry—Special Saturday at the O. B. BAKERY. Phone Pt. Loma 72-W.

GOING TO SAN MATEO

Mr. and Mrs. R. F. Paine and their daughters, Harriet and Edith, who have been residents of Point Loma and San Diego for more than fourteen years, are planning to make their home in San Mateo after this month.

DEMISE OF MRS. PEEL

At the age of seventy-five years, Mrs. Sarah Peel, mother of Mrs. H. Lodge, of Ocean Beach, passed away May 16. She was a native of England and her interment took place last Monday in the Masonic Cemetery.

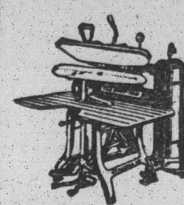
W. E. Hughes and family of Chula Vista spent last Sunday with Mrs. J. Plummer at 1917 Cable street.

LOS ANGELES—Special correspondent, MRS. ELLA SNEL, 415 West 37th street, Los Angeles, Calif.

Residence Phone Point Loma 16 Office Phone Point Loma 72-J

Dr. F. J. Ratty

PHYSICIAN and SURGEON
Res., 4820 Cape May Avenue
Office, 5024 Newport Ave.



O. B. Gleaners

R.D. CRAPO, Prop.
Cleaning Dyeing Pressing
1928 Bacon St.
Phone Point Loma 30-J

San Diego's All-Year-Round TOYLAND

New Juvenile Automobiles.
Mah Jongg Sets
Sail Boats
Coaster Wagons
Air Rifles.

Now on Display
Visitors always welcome.

PASSMORE'S

BIRD and TOY STORE
Sixth at B—San Diego

Opposite the New Commonwealth Building

DON'T FORGET TO STOP AT HARRY'S PLACE

Newport Avenue and Bacon Street
for the best ICE CREAM SODAS,

Soft Drinks, Cigars and Cigarettes
Lunches and Cooked Orders

To Please You

MADAM RESINA

CLAIRVOYANT

Crystal Gazer, Psychic Palmist
"The Woman Who Knows"

OCEAN BEACH BRANCH

Newport Ave., opposite Postoffice
Open every evening and Sundays all day. Other hours at Suite 202, Owl Drug Bldg. Don't Miss Me!

SPECIAL READING 50c
Phone 647-52

No matter who or what you are or may become, you owe it to yourself and to your family to secure LIFE—ACCIDENT—HEALTH

INSURANCE

"And the Best is none too good!"

That's what you get—THE BEST—when you become insured with the

MUTUAL LIFE INSURANCE COMPANY
OF New York
SAN DIEGO BRANCH
308 Watts Building
CHARLES SHIELDS
Assistant District Supt.
KIRK SMITH
Special Representative
Phone 643-72

The Maine Garage

5040 Newport Avenue

Ocean Beach, Calif.

BATTERY CHARGING
GASOLINE and OILS

STORAGE AUTO REPAIRING
ACCESSORIES

PHONE POINT LOMA 382

it's in the line of
if Printing

From a Visiting Card to a Poster.

We Can Satisfy You With Quality, Quantity and Service
JOB PRINTING DEPT.

The Beach News

Phone Point Loma 17
4829 Saratoga Avenue,
Ocean Beach, California

W. E. Hanford and wife of San Bernardino, Calif., spent the weekend with Mr. Hanford's mother, Mrs. J. E. Hanford, on Del Monte avenue.

Birthday Cards, FROIDE'S, opp. P. O.

Classified ads. get quick results

The Beach Is Growing BIGGER, BETTER AND BUSIER

OCEAN THEATRE

SATURDAY
"THE LITTLE CHURCH AROUND THE CORNER"
 With Monte Blue—Claire Windsor
 Always a Good Comedy
 Admission 15c and 20c

COMING SUNDAY
 Gladys Walton
 —in—
"THE NEAR LADY"
 and
"THE LEATHER PUSHERS"
 News and Comedy
 Two Shows—6:45 and 8:45 p. m.
 Admission 15c and 20c

SPECIAL
WED. and THURS.
"THY NAME IS WOMAN"
 with Barbara La Marr and Ramon Navarro
 Admission Children 15c, Adults 30
 Come Early—Show Starts at 7:15

OCEAN BEACH Merry-Go-Round

Young and Old, Rich and Poor, all ride at same price, 5c each.
OPEN SUNDAY AFTERNOONS

T. J. ELLIS
 Painting Contractor
 Carpentering
 ESTIMATES FREE
 4620 BRIGHTON AVENUE
 Box 1061 Ocean Beach, Calif.

Phone Point Loma 259-J
E. K. BURDETTE
 PLUMBING
 Contracting, Estimating, Jobbing
 2005 Bacon St. Ocean Beach.

SUDS AND DUDS of the POINT LOMA LAUNDRY



You'll find your work done on the dot. Duds says he likes Suds' work a lot.

POINT LOMA LAUNDRY
 Phone, Point Loma 378.
LAUNDRY CALLED FOR AND DELIVERED.
IF IT'S LAUNDRY WORK, WE DO IT!
 —Wet Wash, Rough Dry, Semi-Finish and Finish Work—

Phone: Point Loma 20-J
SUNSET GARAGE
TURNER B. KLINE
1916 Bacon Street
 Ocean Beach, Calif.

SAN DIEGO Army and Navy Academy
 Prep for College, West Point and Annapolis—Enjoys University of California's Highest Scholastic Rating.
THOROUGH MILITARY INSTRUCTION
 CHRISTIAN INFLUENCES
 LAND AND AQUATIC SPORTS
 ENTIRE YEAR
 Located on Ocean
 Phone, Pacific Beach 172
COL. THOS. A. DAVIS, Pres.

PACIFIC BEACH Community League

Organized to Advance the Best Interests of Pacific Beach
 H. OWEN, Chairman
 PERCY ELDRIDGE Vice-Chairman
 CARL S. CLARK, Secy.-Treas.
 Regular meetings every first and third Monday evening at P. B. Reading Clubhouse.

Keep Posted on "LOMA LORE" series.

THE BEACH NEWS

AN INDEPENDENT PAPER

Promoting the Progress of the Beach Sections of San Diego and the Entire Point Loma Peninsula
PUBLISHED EVERY FRIDAY
 4829 Saratoga Avenue
 Ocean Beach, California
 Phone Point Loma 17

KIRK SMITH Editor-Owner
 KATHERINE SMITH Sec'y.-Treas.

Legalized as an Official San Diego City and County Newspaper

Subscription Price, \$1.00 a Year IN ADVANCE
 Single Copies 5 Cents

Advertising Rates Upon Application
LOCAL READERS—Fifteen cents a line, averaging five words to line.

CLASSIFIED ADS—Ten cents per line, averaging five words to line.

"Entered as second-class matter December 1, 1922, at the Postoffice at Ocean Beach, California, under the Act of March 3, 1879."

FRIDAY, May 23, 1924

News contributors and advertising patrons will please take notice that the forms of The Beach News close at noon every Thursday and will greatly oblige by submitting their favors accordingly. Write on one side of the paper only.

STOP! LOOK!! LISTEN!!

Just remember when you come to a railroad crossing that a train running sixty miles an hour cover eighty-eight feet in a second.

BUSINESS DIRECTORY

"A WORTH WHILE BOOK"

DISTRIBUTED FREE

That's the catchy and alluring phrase adopted by Editor "Bunny" Murray, of the (East) San Diego "News," for introducing the Greater San Diego Business Directory, just published from the press of the Stewart Printing Company at 216 West F street, San Diego. And the sub-title fits the splendid publication as fine as the proverbial frog's hair. The book is of convenient size, with an attractive canary colored cover, and contains a complete street guide, railroad, steamship and stage time tables, auto road maps, churches, theatres, hotels, clubs, and places of interest. It will be bigger and better in 1925, says the bustling "Bunny," who can be relied upon for making good his optimistic slogan.

Get your BATHING GOODS at the Newport Shoppe.

GEO. FINLEY SUCCEEDS
IN SECURING A PHONE
AT HIS HOME

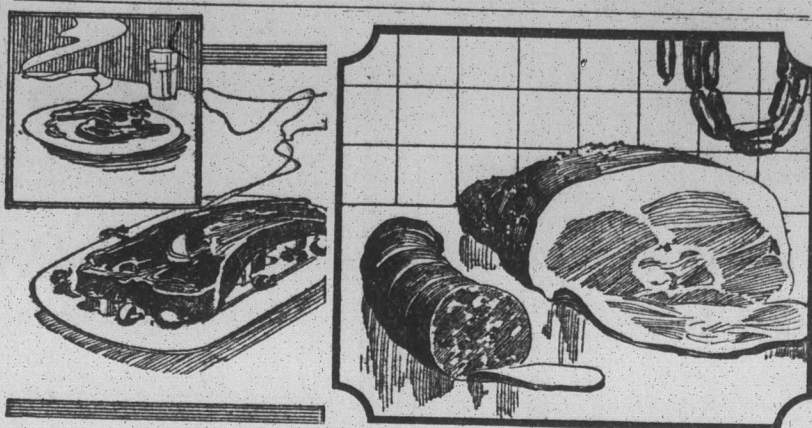
After weeks of waiting, the well-known original Ocean Beach building contractor, Geo. Finley, has obtained telephone service at his home, 4845 Narragansett avenue, and the call number is Point Loma 103 W-K. With half a dozen or more construction jobs going at once, Contractor Finley is keeping pace with the spring building boom and is ever ready to furnish estimates, while guaranteeing satisfaction on all contracts. He is putting the finishing touches on the newly remodeled Catholic Church, which has been transformed into a very attractive edifice.

Stationery Supplies, Froide's, op. P.O.

"JACK" NEUMONT
INSTALLS ELECTRIC PUMP
FOR BAIT TANKS

A steady stream of salt water direct from Mission bay now flows through four big bait tanks at the Ocean Beach Bait House, where "Jack" Neumont, the ever jolly and obliging proprietor, believes in giving his patrons the best and most modern service. He has had installed an electric centrifugal pump that supplies salt water direct from the bay to a huge reserve tank which is controlled by an automatic stop when filled, and especially serves to keep a fresh supply of water trickling through four long tanks containing a variety of choice bait. The new system serves its purpose admirably, and "Jack" is justifiably proud of it. Boats and fishing tackle of all kinds can also be secured for reasonable hire at the Ocean Beach Bait House, near the inlet bridge.

Food you will enjoy!



STAPLE GROCERIES AT POPULAR PRICES

FABER'S Ocean Beach Grocery
Faber's Little Cash Grocery

5021 Newport Ave. Pt. Loma 129

Faber's Cash & Carry No. 3

2119 Bacon St. Phone Pt. Loma 248

FABER'S Cash & Carry No. 4, Mission Beach

WHY TRADE ELSEWHERE

WE CARRY THE BEST AND SELL THE CHEAPEST
TRADE AT HOME AND SAVE MONEYSee That Your Children
EAT BREAKFAST

Children are so anxious to begin playing that they will slight their breakfast unless someone sees that they remain at the table.

Electrical Table Appliances enable mother to sit at the table during breakfast and see that her children are properly nourished before starting for school.

You need a

GRILL TOASTER PERCOLATOR

Commercial Department

San Diego Consolidated Gas and Electric Co.

935 Sixth

MAIN 64

Bylesby Engineering and Management Corporation



ALL STREET SIGNS

ORDERED REMOVED

The council of Escondido has ordered the removal of all street signs in that thriving town, on account of an increase in the habit by outside advertisers of plastering huge signs in prominent places despite the protests of local trades peoples. The enforcement of the order has already achieved considerable benefit in the appearance of the streets.

Kodak Films, FROIDE'S. opp. P.O.* Kodak Finishing FROIDE'S op. P.O.*

GEO. FINLEY

Original Ocean Beach

BUILDING

CONTRACTOR

Best Workmanship

Satisfactory Service

Estimates Furnished

4845 NARRAGANSETT AVE.

Phone Point Loma 103 W-K

POLITICAL POT
BEGINNING TO BOIL
THROUGHOUT COUNTRY

During the year 1924, not only will a president be elected, but 435 members of Congress will be chosen and more than a score and a half of United States Senators. In 37 states governors will be elected and 44 states will elect legislators, while thousands of county and district officials will run for office.

The Thermoscope



CLASSIFIED ADS

ONLY A DIME A LINE

TERMS CASH

Rates, 10 cents per line, averaging 5 words to a line. No advertisement for less than 30 cents, all payable in Advance

LOST—Boston Bull Dog; with harness and collar. Return to 4679 Del Monte avenue. Reward.

Children cared for by the hour in your home. 4952 Santa Monica Ave.

FOR SALE—1920 Chevrolet touring car; very reasonable. Apply Sunset Garage, Bacon street, O. B.

OCEAN BEACH BAIT HOUSE

Jack Neumont, Prop'r.

South End Mission Bay Ridge.

BAIT, BOATS, FISHING

TACKLE

For Sale or Hire

Cigars, Candy, Soft Drinks

Phone, Pt. Loma 6

Res. Phone, Pt. Loma 319-W

Sun - Moon - Tides

MAY ALMANAC

(Boldface Type Denotes P. M.)

Subscribe for THE BEACH NEWS

26. 4:45 6:47 1:04 3:46 4:0 10:34 0.4

5:16 4:7 11:41 1.6

27. 4:45 6:48 1:38 5:03 3:8 11:23 0.6

5:57 5.0

Read THE BEACH NEWS

28. 4:44 6:48 2:10 6:07 3.8 0:35 1.1

6:32 4.3 12:00 0.9

29. 4:44 6:49 2:42 7:00 3.7 1:19 0.6

7:02 5.5 12:44 1.1

Read THE BEACH NEWS

30. 4:43 6:49 3:15 7:47 3.8 1:56 0.2

7:32 5.6 1:15 1.3

31. 4:43 6:50 3:48 8:27 3.8 2:29 0.1

8:00 5.7 1:45 1.5

Subscribe for THE BEACH NEWS

New moon May 3 at 11 p. m.

Full moon May 18 at 9:53 p. m.

OCEAN BEACH

Properties at Bargain Prices
CAN NOT BE DUPLICATED
WE GIVE TERMS

\$250—A single lot on Lotus St.

\$275—35x100, level view lot.

\$325—50x140, on Cape May Ave.

\$450—50x100, Long Branch, near Cable.

\$375—50x100, cor. on Muir.

\$450—50x100, on Larkspur Ave.

\$350—40x100, on Seaside St.

HOUSE

You can fix over; water and gas; good lot, 50x130; partly furnished; only \$600; good terms.

Plastered Cottage

\$1950—Brand new and strictly modern.

\$3200—5-rm. modern view house.

Bert W.

Wenrich

Across from the Merry-Go-Round

OCEAN BEACH

Phone Point Loma 390-W

CARD OF THANKS

My sincere thanks are hereby extended to the many friends who so kindly and thoughtfully expressed consolation during my recent bereavement in the loss of my beloved husband.

MRS. L. F. BROWN.

HERE'S THE BEST BUY

ON THE BEACH CREST

Well-built two-story house, ready for plastering or inside finishing to suit purchaser. Large enough for four rooms and bath, with sanitary store-room, closet, and two garages on ground floor. Beautiful view place 50x140. Worth twice the price asked by owner, who needs ready money. Good terms. No agents. Address P. O. Box 110, Ocean Beach.

Phone or send your orders for PRINTING, from the smallest card to a poster, to The Beach News, for service and satisfaction.

Religious News

CHRISTIAN SCIENCE SOCIETY
 1965 Abbott Street, Ocean Beach

Services are held as follows:
 Sunday morning at 11 o'clock.
 Sunday School, 9:45 a. m.
 Wednesday evening at 8 o'clock.

FIRST BAPTIST CHURCH OF OCEAN BEACH

DeFoe Street at Santa Monica Ave.
 E. HERBERT HAYDEN, D. D., Pastor

Sunday—Worship and preaching at 11 a. m. and 7:30 p. m. Bible school at 9:45 a. m. Young People's Union at 6:30 p. m.

Wednesday—Mid-week meeting for praise, prayer and conference at 7:30 p. m. All are invited to these meetings.

UNION CONGREGATIONAL CHURCH

(Corner DeFoe Street and Santa Monica Avenue)
 Rev. Frederic J. Stoetzel, Pastor

Sunday School at 9:45 a. m.
 Morning worship at 11 o'clock.
 Evening service at 7:30 o'clock.

Sunday morning the minister will speak on "Ancient and Modern Memorials." Appropriate music in accordance with the day will be given by the choir.

The regular meeting of the Woman's Missionary Society will be held at the church on Tuesday afternoon, May 27th, beginning at 2:30. Mrs. Thos. O'Halloran, former district president of Foreign Missions, and others from San Diego will be present to give reports of the Conference just held at Glendale, Calif. Miss Sarah Grubbs will lead the devotions. Hostesses, Miss Mary Slater and Mrs. Early. All friends are cordially invited.

The Woman's Guild will hold a Home Cooked Food Sale at the Little Cash Grocery on Saturday, May 31st, beginning at 10:00. All sorts of good things for the Sunday dinner will be on sale.

CATHOLIC CHURCH

Cor. DeFoe St. and Saratoga Ave.
 Pastor: Rev. Declan E. Foley.

Sundays—Morning service, 8:30; Evening service, 7:30; Sunday school, 9:30 a. m.
 Week Days—Service at 8:00 a. m. At Roseville, Sundays—Service at 10:30 a. m.; Sunday school 11:30 a. m.

TRINITY MISSION EPISCOPAL

Sutcliffe Bldg., 1955 Abbott Street
 REV. ARTHUR C. DODD, IN CHARGE

Sunday school at 9:45 a. m.
 Morning service at 11.

CHURCH OF CHRIST

There will be a meeting of the Church of Christ at the home of Mr. and Mrs. J. S. Padgett, 4649 Voltaire street, next Sunday afternoon at 3 o'clock. All are welcome and visitors are especially invited to attend the service.

CECIL O. CARL BUSY
WITH ELECTRICAL WORK
IN BEACH DISTRICT

In these days of modern conveniences, a home is not complete without the installation of electrical fixtures and appliances, and right here at the beach there is an expert electrical contractor who is subject to your call for satisfactory service at reasonable prices. "If it is electrical, see Cecil O. Carl." His phone number is Point Loma 49 and his place of business is at 5050 Newport avenue—an easy number to remember. At present Cecil is putting in the wiring system at the newly remodeled Catholic Church and has recently completed some excellent work on G. H. Faber's residence on Saratoga avenue and at the McLaughlin home on Del Monte avenue.

Read "Loma Lore" every week.

"LOMA LORE"

By WINIFRED DAVIDSON
Point Loma, California

Book rights reserved.

(Continued from last week)

The English ship "Discovery," Captain George Vancouver entered the port in November, 1793. What the Spanish soldiers thought of the approach of a ship belonging to their country's ancient and most formidable enemy is not for us to conjecture. What is important is this: Vancouver, taking note of the strategic position of Point Guajarro, made this observation:

"The Presidio of San Diego seemed to be the least of the Spanish establishment with little difficulty it might be rendered a place of considerable strength, by establishing a small force at the entrance of the port; where at this time there were neither works, guns, houses, or other habitations."

That gives us definite information about Point Loma. There was nothing here. It was a wild place, given over to wild people, and wild beasts and wild birds.

Vancouver's broad hint the Spaniards took. Immediately a fort was projected on Ballast Point. The plans, drawn in 1795, included the installing of ten guns. The work was not completed until after the nineteenth century had set in; but that it was in progress in 1898 is shown by the following incident:

An American ship somewhere in lower California waters abandoned or by accident left behind three American sailors. They were William Katt, Barnaby Jan and John Stephens, who in the course of time tramped up to the gates of the Presidio and applied there for assistance. They were put to work on the fortifications on Ballast Point!

This has its meaning to the mind that sees the working of great purposes behind small events. These first Bostonians shoveling and digging and gathering rocks—do they not link us with our New England antecedents?

During the last year of the century an English sloop-of-war, bearing a Spanish name "Mercedes" (Mair-thay-days) made a brief visit here. What its errand no one knows; nor what impression it left on soldier, priest or Indian here.

Into the Nineteenth Century

Time, even in sleeping places like old La Playa, passes. The visits of foreign ships became no great matter of astonishment. The Yankee trader appeared in 1800.

It was the custom of ship-owners in New England to load a boat with merchandise and manufactured articles of all sorts and send it forth under a trustworthy captain, to trade. They were looking for bargains; and a bargain seemed to offer here at this port.

As is well known the sea-otter abounded off this shore, and though the Spanish government tried, through the commandants and missionaries, to monopolize the business of exporting the valuable skins, it would not be surprising to know that Captain Winship of the "Betsy" and Captain Hubbell of the next Yankee boat, the "Enterprise" from New York, got away in the first years of the new century with nice shipments of skins taken in exchange for a few jack-knives or fish-hooks.

In fact, the opening of the nineteenth century was marked by these attempts of the captains and crews of Yankee ships to gather and carry off cargoes of otter skins, the most important of such attempts being

that of the "Lelia Byrd," which led to the "first battle of San Diego," an exchange of two shots from Fort Guajarro on Point Loma and two other shots from the Yankee ship. Smythe at pp. 89-91 gives a detailed account of this affair.

The viceroys set aside a certain sum in 1804 for the building of a flat-boat. This boat, twenty-five feet long, was built and used as a means of transportation between the Fort on Ballast Point and the Presidio. The historians remark that at that time the San Diego river had apparently not filled in the flats.

Nothing of importance was happening here a hundred years ago. As Bancroft says:

"It was an uneventful period even for San Diego, always the duller place in the province. As elsewhere the inhabitants had the ever-increasing destitution as a subject for thought and conversation, too often without cigarettes to clear the minds for a proper consideration of the problem. Only twice did they see upon their bay the sail of any craft except that of their own flat-boat plying lazily to and from Point Guajarro, when Wilcox in the Traveler came for a load of grain in September, 1817, and the whaler Discovery refitted in the port in August, 1820."

These last words we may note. The "Discovery's" refitting was done off Point Loma, no doubt.

The taking of otter skins led Boston captains of industry by very natural steps to the purchase of cattle skins. During all the years since the first cattle had been driven up from Baja, Mexico the herds had been increasing until in 1829 when the first hide house was built at La Playa there were thousands of animals roaming the hills. The carpenter of the "Brookline," a Boston ship, built that first hide house. It was occupied by the mate of the same ship, one James P. Arthur, who with a small party remained here some time engaged in the curing of hides: "a barn-like structure of wood," as the Boston Advertiser noted, "which answered the purpose of storehouse, curing shop and residence."

From this same source we gain another shred of most important history. Here on Point Loma, at La Playa, while Arthur and his companions were lonesomely sojourning, in a Spanish province, far from their native civilization, the first American flag floated over this Western land. The red and white stripes and the stars Arthur himself furnished—from his store of shirts; the blue field was contributed by a Mr. Green who was the possessor of a calico shirt. The newspaper goes on, quoting Arthur's account:

"It was completed and raised on a Sunday, on the occasion of the arrival of the schooner Washington, Captain Thompson, of the Sandwich Islands, but sailing under the American flag." This same flag, it seems, was carried later to Santa Barbara and there raised whenever a vessel came in.

Our Point Loma flag! Why have not our children known the story of this flag-making and this flag-raising by these honest, lonely men; Americans exiled from home, inspired by the longing to identify themselves with the young nation that in the third decade of the nineteenth century was beginning to make itself known as a very giant of enterprise and forward ideals?

(Continued next week)

Morning Frocks in Striped Flannel



A simple frock that has daintiness and sprightliness to recommend it, is sure to spend its life in the company of fine ladies—it embodies the points they love. Such are this season's morning frocks of silk or wool fabrics. Striped flannel, showing color with white, are immensely popular for these frocks and one of them with collar and cuffs of fine batiste, is shown here.

Please mention The Beach News in your dealings with the patrons of our advertising columns.

THIS FREEDOM

By THOMAS A. CLARK
Dean of Men, University of Illinois.

The room in which Aunt Sarah was born was heated with an open fireplace, dirty, cavernous and inadequate, requiring constant feeding and hourly attention.

When she was married the family had progressed through the "cannon" stove stage to the base-burner which promised almost perfect freedom from the annoyances incident to the other means of heating the little house in which Aunt Sarah was living. But even the base-burner had to be filled twice a day, and the male members of the household were often busy and more often thoughtless, and the trip to the coal house was long and the coal scuttle heavy when Aunt Sarah was the purveyor. The ashes, which had to be taken out twice a day were light and messy, and if one damped the stove too heavily in an attempt to regulate the heat, it gassed. It was a relief when she moved into a new house and the furnace came into vogue.

But even the furnace had its drawbacks. It ate up coal like a ravenous flapper eating chocolate candy—soft coal, too, that clogged the chimney with soot. Sometimes the chimney burned out, scattering flames and hot ashes over the roof to the imminent danger of the house, and to the utter terror of poor Aunt Sarah who hourly expected to be burned out of house and home, and who woke at night smelling fire. The soft penetrating soot found its way everywhere, laid a dark hand upon all of Aunt Sarah's household treasures, and held her like a slave to her household duties.

And then came the "Nocol" innovation promising relief from shoveling coal, from ashes, from soot, from responsibility of all sorts, and Aunt Sarah willingly paid her money for the invention and had one installed. But she still found difficulties. The workman filling the oil tank went to sleep at the switch and wasted a barrel or two of oil, the critter needed intelligent regulating at least three times a day, and once Aunt Sarah failed carefully to read the directions for managing the pilot light, and while she was investigating with a lighted match the infernal machine exploded and nearly killed her.

"There ain't no such thing as freedom anywhere," Aunt Sarah averred feelingly, and she was right.

We struggle to evade responsibility, to find the short cut or the easy job, but there aren't any. We might better face the task that is before us bravely and make the best of it. What ever freedom from work or responsibility or effort we seem to attain we pay for usually more than it is worth.

(©, 1924, Western Newspaper Union.)

MISSION BEACH Bath-House

Now Under Construction

Costing \$450,000

Is the First Unit in the Improvement of the MISSION BEACH AMUSEMENT CENTRE

LOTS as low as \$400 on the Easiest Terms ever made on Residential Beach Property

The increasing number of HOMES being built at MISSION BEACH attests the popularity of California's most desirable resort.

For further information call at GENERAL SALES OFFICE
101 Broadway or Tract Office, Mission Beach
Sales Agents: GEORGE L. BARNEY — T. A. RIFE

Don't Watch Mission and Ocean Beaches Grow—Grow With Them!

OCEAN BEACH PLUMBING COMPANY

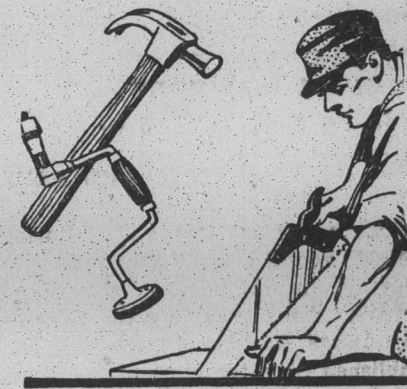
Chas. H. Peltcher, Prop.
5068 NIAGARA AVENUE
Phone: Point Loma 152

Repair Work, Contracting,
Estimates
Plumbers' Supplies and Heaters,

Get our prices on PAINT.

H. H. REID & SON
Paints, Hardware and
Household Supplies
STANLEY 4-SQUARE
HOUSEHOLD TOOLS

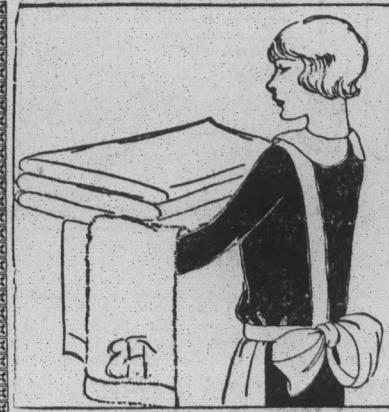
See Our Window Display
5050 Newport Avenue
Phone: Point Loma 49



OCEAN BEACH LUMBER COMPANY

Lumber, Cement, Roofing Paper
Office, Yard and Mill — Muir Ave. and Ebers St., O. B.
W. H. RABSAHL, Manager

Lumber, Shingles, Laths, Lime, New office and extra warehouses
Cement, Roofing Material, Wall have been constructed corner Ebers
Board, Etc. street and Muir avenue.
Lumber Estimates Cheerfully Given Phone, Pt. Loma 40-J



BEAUTIFUL WORK

Each piece of Laundry work entrusted to us receives the same careful attention you would give it yourself, with the added service which we can give due to our up-to-date equipment and experience.

The American Laundry

HARRY C. WING, Prop.
5360 Niagara Avenue
Phone Point Loma 31

Look for our solicitor—he has a PERSONAL MESSAGE for you.

Dancing Every Night and Sunday Afternoon—Except Monday

BENBOUGH'S
OCEAN BEACH DANCE PAVILION



CECIL O. CARL

ELECTRICAL CONTRACTOR
5050 Newport Avenue
Phone, Point Loma 49.

Wiring—Fixtures—Motors
All work guaranteed
RADIO Outfits a Specialty
Exclusive Agent
KENNEDY RADIO SETS

"If it's Electrical, see Cecil"

N. Bargman's New All-Steel \$10,000.00

Ferris Wheel

Expertly Erected and Officially Inspected
Absolutely Safe for Young and Old
Exhilarating and Entertaining Ride in Comfortable Cars
Protected with Heavy Wire Screens and Automatic Safety Appliances
Biggest and Best Outdoor Attraction at Ocean Beach

Watch for the "POPPY" Sale at the O. B. Pharmacy for the wounded veterans.

Who's Who in Officialdom

SAN DIEGO CITY OFFICIALS

Mayor—John L. Bacon.
Common Council—John A. Held, Fred A. Heilbron, Virgil Brusch, Harry K. Weitzel, Don M. Stewart.
Manager of Operation—F. A. Rhodes.
City Attorney—Shelley J. Higgins; chief deputy, Arthur F. H. Wright.
City Clerk—Allen H. Wright; chief deputy, Fred W. Sick.
City Auditor and Assessor—H. L. Moody; chief deputy auditor, C. K. Stout; chief deputy assessor, C. E. Ellsworth.
City Treasurer and Tax Collector—J. T. Millan; chief deputy, John Millan.
Superintendent of Purchasing Department—W. H. Cameron.
City Engineer and Superintendent of Street—F. A. Rhodes.
Building Inspector—O. G. Knecht.
Electrical Inspector—A. E. Johnstone.
Sewer Inspector—W. B. Harper.
Boiler Inspector—Joseph Hassell.
Tenement House and Plumbing Inspector—A. C. Goeddel.
Chief of Police—James Patrick.
Chief of Fire Department—Louis Almgren, Jr.
City Justice—Claude L. Chambers.
Postmaster—C. K. Maupin.
Chief Janitor City Hall—E. J. Baehr.
Board of Cemetery Commissioners—Col. E. N. Jones, H. J. Roy, W. M. O'Farrell.
Superintendent, C. A. Kane.
Board of Health—Dr. R. J. Pickard, Dr. Marjorie Potter, D. A. Deacon, Dr. W. W. Crawford, Leroy A. Wright.
Health Officer—Dr. A. M. Lessem. Secretary, G. H. Steverling.
Civil Service Commission—Stanley Hale, Dr. Charlotte Baker, W. S. Rosie, Mrs. Rosina Moran, chief examiner and secretary.
Harbor Commission—W. C. Crandall, M. A. Graham, J. W. Sefton, Jr.
Harbormaster—Joseph Brennan.
Playground—M. F. Heller.
William A. Roffe, H. C. Miller, Mrs. Celia A. Dunham, Mrs. Harriet B. Haskell. Superintendent, Frank H. Ehmke.
Board of Education—Claude Woolman, Edgar F. Hastings, Jacob Weinberger, Mrs. Anna M. W. Connell, Mrs. Lena Crouse. Secretary, W. Angier.
Board of Park Commissioners—W. T. Johnson, Hugo Klauber, John F. Forward, Jr.
Superintendent of Parks—J. G. Morley.
Executive Secretary—A. S. Hill.
Board of Library Commissioners—D. W. Schick, Mrs. Mary Lippitt, W. R. Wheeler. Librarian, Althea H. Warren.

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SAN DIEGO COUNTY OFFICIALS

County Clerk—J. B. McLees; chief deputy, L. L. Bailey.
District Attorney—Chester C. Kemper.
Sheriff—James C. Byers; under-sheriff, E. F. Cooper.
Auditor—Chauncey R. Hammond; chief deputy, A. B. Cunningham.
Assessor—George W. Moulton.
Treasurer—George W. Weston.
Tax Collector—Herbert A. Croghan.
Recorder—John H. Ferry; chief deputy, N. C. Parsons.
Public Administrator—Edwin Reed.
Coroner—Schuyler C. Kelly; autopsy surgeon, Dr. John J. Shea.
Surveyor—Ernest R. Childs.
County Supt. of Schools—Ada York.
Superior Court, Judges—Dept. 1, S. M. Marsh; Dept. 2, W. P. Cary; Dept. 3, E. A. Luce; Dept. 4, C. N. Andrews.
Board of Supervisors—Mildred Green, 1st district; E. A. Hornbeck, 2nd district; J. Foster, 3rd district; C. L. Good, 4th district; Thomas Hurley 5th district.
Justices of the Peace (San Diego Township)—Lacey D. Jennings, Dept. 1; Charles B. Delong, Dept. 2.
Constables (San Diego) Geo. H. Cooley, Harry E. Webber.

CLASSIFIED ADS GET QUICK RESULTS

FIRE! FIRE!! FIRE!!!

In the event of fire or any emergency requiring the services of the Ocean Beach Fire Department

Phone 622-44

POLICE! POLICE!!

The Police Station is located on Abbott street, foot of Santa Monica avenue, and the phone number is

Point Loma 4.

SUCH IS LIFE

By
Van Zelm

SUM -ING OUT

RUSTY, IF I WATH A
'LITTLE DOG LIKE YOU
I'D BE A GOOD
'LITTLE DOG



I WOODEN CHASE ANY
CAT 'TH AN' I WOODEN
CHASE ANY CHICKEN 'TH



-AN' I WOODEN EAT OUT
UP GARBAGE CAN'TH, AN'
I WOODEN TH'QUATCH ON
THE DOOR



-AN' I WOODEN CHEW ANY
FIPPER'TH, AN' I WOODEN
NIP THE ICE MAN, AN'



CLO/E UP, MEANING—
"WHAT IN THE DICKENS
WAS THAT KID
TALKING ABOUT?"



VAN ZELM